

A Special Section to Quality Magazine

NDT™

nondestructive testing
including materials test

2010 Media Planner

A Practical Use of NDT and Materials Test Technology

Reach **KEY** Buyers of NDT and materials test equipment, software and services. More than any other magazine in the marketplace!

**NDT Reaches Your Key Buyers
7 Times in 2010!**

Highlights for 2010:

- NDT Podcasts on Q-Cast Podcast
- Exclusive Research to Measure Your Advertising Effectiveness
- Special Editorial Coverage on Energy, Aerospace, Medical, Plastics and Automotive

... AND MORE

**NDT Source
Book Moves
to February**

www.ndtmag.com



NDT™

nondestructive testing
including materials test

The ONLY magazine that focuses on practical, real-world applications of NDT and materials testing to improve your manufacturing process.

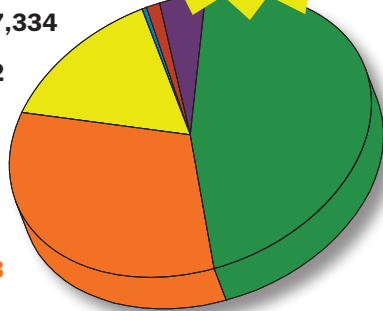
NDT buyers have the purchasing power for nondestructive test and materials test equipment, software and services.

We have the numbers! We have the names! Key BUYERS from key companies are reading NDT!

Influential Titles Receive NDT**

Quality Management/Engineering.....	10,313
Manufacturing Engineering/Operations	7,334
Corporate Management.....	3,262
Engineering/Technical	906
R&D.....	256
Purchasing	92
Total Qualified Manufacturing Circulation	22,163

A \$637.8 million dollar market ...
AND GROWING!*



Sampling of Companies Receiving NDT+

- General Electric
- Lockheed Martin
- Parker Hannifin
- General Motors
- Caterpillar
- Honeywell
- Northrop Grumman
- Chrysler
- Eaton
- The Boeing Co.
- Delphi
- L3 Communications
- Siemens
- Ford Motor Co.
- Goodrich
- Raytheon
- BAE Systems
- Cooper Industries
- Emerson
- Alcoa
- Cummins
- Federal Mogul
- Continental Industries
- General Dynamics
- Medtronic

No other magazine knows more about NDT and materials test buyers!

NDT Electronic Products

www.ndtmag.com
Your Technology! Your Web Site!

NDT Premium Sponsorship
\$4,395/year (net) \$5,170/year (gross)

Delivers maximum visibility. Our Premium Sponsorship advertising package includes a banner ad and tile ad on the NDT Online home page, a showroom in the NEW Quality Showrooms and a tile ad on one editorial page of your choice.



NDT Update e-Newsletter
NDT Update features up-to-date news, the latest in technology and events in an interactive format. Put your message in front of more than 17,000+ buyers who regularly receive NDT Update.



NDT e-Sponsor: \$2,065 (net) \$2,430 (gross)
NDT e-Premier Product: \$1,315 (net) \$1,545 (gross)
NDT e-Banner: \$1,095 (net) \$1,290 (gross)
NDT e-Marketplace Ad: \$875 (net) \$1,030 (gross)

Don't wait for qualified buyers to come to you ... reach them with every issue of NDT Update!

NDT Digital U.S. Edition Sponsorship
\$1,425 (net) \$1,675 (gross)



Reach the quality professionals who have asked to receive each NDT Magazine Digital U.S. Edition by becoming a sponsor. Sponsor the digital edition and place your full page, interactive ad opposite the NDT front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving, animated rich media, audio, and/or flash elements (advertiser supplied). Contact your Quality Marketing Manager to customize your sponsorship needs and sign up now!

Quality and NDT have more online products to offer, including:

- Webinars
- Video on Q-Tube
- Q-Cast Podcasts
- Special Product Showrooms
- Microsites
- ...and more!

Contact your Quality Marketing Manager to hear all about the details!



*Quality Spending Survey, December 2008. **Publisher's Statement Based on BPA Audit of Quality Magazine, June 2009. +Publisher's Own Data, 2009

Issue	February	March	April	June	July	August	October	Nov.
Ad Closing	1/6/10	2/4/10	3/4/10	5/5/10	6/7/10	7/5/10	9/2/10	10/5/10
Special Coverage	Aerospace Automotive Energy Medical Plastics	Quality/NDT "How-To" Guide	Aerospace Energy	Automotive Plastics	Aerospace	Automotive Medical	Aerospace Medical	Medical Plastics
Features	Using the Right NDT Equipment for the Job NDT Bootcamp NDT in Automotive		Ultrasonic Scanners Magnetic Particle Inspection Shear Testing	Leak Testing NDT Certification Resonant Inspection	Crack and Weld Inspection Acoustic Inspection NDT Training	X-ray Phased Array Fatigue Testing	Eddy Current Thermography Standard Remote Visual Inspection	Hardness Testing XRF Analysis Microscopy Tensile Testing Liquid
Tech Showcase	2010 NDT Source Book		Microscopes	NDT Lab Services	NDT Software	Ultrasonics	Radiography	Penetrant Testing Spectrometers Roughness Testing
Back to Basics: NDT & Materials Test			Bond Testers	Thermal Imaging	UV Inspection	Color Measurement	Color Electromagnetic Testing	
Case Studies			NDT Equipment Rental Rigid Borescopes	Custom NDT Systems XRF Analysis	Flaw Detection Automate NDT	Laser NDT Reference Standards	Flexible Fiberscopes Microhardness Testing	
e-Xtras (Digital-Only Features, News, Interviews and More)	Ultrasonics	Eddy Current	Radiation Safety	NDT Education	AS 9100	Transducers	NDT Certification	Holography
Show Distribution		Quality NDT Conference Orlando, FL March 22-25				MD&M Midwest Rosemont, IL Sept. 28-30 IMTS Chicago, IL Sept. 13-18	MS&T Houston, TX Oct. 17-21 ASNT Fall Conference Houston, TX Nov. 15-19	NDT FUNDAMENTALS
FREE Advertiser Bonus	Gold NDT Leads 			Ad Score Readership Study (1/2-page or larger advertisers)			Gold NDT Leads 	
Marketing Opportunities	e-Inserts Quality Showcase	Quality Q-Pons Quality Showcase		e-Inserts	Quality Q-Pons Quality Showcase	Quality Showcase	e-Inserts Quality Showcase	

NDT Marketing Opportunities



March

Quality/NDT "How To" Guide

Two-page, 4-color "advertorial" for just \$3,000 net!

Educate NDT readers by authoring an educational article on your area of expertise. Advertise in the February issue of NDT and for an additional \$3,000 (net) have your NDT "How-To" article included in the March issue, which reaches more than 56,000* subscribers. Reserve your exclusive topic NOW! Ask your Quality Marketing Manager for details!

July

Aerospace Edition

The July Aerospace Special Section reaches more than 25,000* Quality Magazine subscribers and NDT readers who work in this industry or buy the tools most often used in this important industry. Editorial focuses on the leading-edge, as well as tried-and-true, tools and techniques that make aerospace a key market for so many suppliers. Bonus distribution at key aerospace shows and conferences adds to your already effective reach with this special section.

November

NDT FUNDAMENTALS

In print, digitally and online, this is a KEY issue to reach NDT and materials testing buyers in manufacturing all year long. It features tutorials on using NDT and materials testing solutions in real-world manufacturing environments.

*Publisher's Own Data, 2009.

Returning in 2010! Quality NDT Conference

Marriott World Center, Orlando, Florida – March 22-25, 2010

www.qualitymag.com/qmc

Reach KEY NDT BUYERS!

Sponsorship and tabletop exhibit opportunities start at \$1,295!

Contact Your Quality Marketing Manager Today!

NDT Business Cards, 7 Issues = \$895 (net)

These easy-to-use cards are a handy and low-cost way to reach NDT and materials test buyers. Sold on a 7-time basis, these 1/12-page ads look just like the business cards you use for your most-valued suppliers. Highlight your training, consulting or professional services.

NDT Business Cards must be paid for in advance and are noncancelable. These ads are noncommissionable and subject to the Quality Magazine classifieds guidelines.

Gold NDT Leads



We do the legwork for you in developing qualified equipment, software and services sales leads! This EXCLUSIVE service provides advertisers only with leads that have been **personally** contacted and have expressed an interest in purchasing your type of product. We tell you everything about each prospect and they want to hear from you! **FREE for advertisers in February and October.**



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Troy, MI 48084

or call: (248) 244-6438

Quality

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NDT 2010 Gross Advertising Rates

Ad Size	1-3X	4-6X SAVE 10%	7X SAVE 15%
Full Page	\$2,955	\$2,660	\$2,545
2/3-Page	\$2,225	\$2,000	\$1,890
1/2-Page Island	\$2,005	\$1,805	\$1,705
1/2-Page	\$1,680	\$1,515	\$1,430
1/3-Page	\$1,115	\$1,005	\$950
1/4-Page	\$870	\$785	\$740

Add color for \$595 per ad placement.

INSERT RATES

Contact publisher for information.

AGENCY COMMISSION

Above net rates already include 15% agency discount.

COPY & CONTRACT

Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

DIGITAL AD REQUIREMENTS

Contact Production Manager at (248) 244-6438 for accepted file formats.

Electronic Submission –

<http://upload.bnpmmedia.com>
CD-ROM disks preferred. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Visit www.ndtmag.com for full advertising specifications, or contact your Quality Marketing Manager.

Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".

Spread 15" x 10"		Full 7" x 10"
2/3 V 4.563" x 9.75"	1/2 V 3.375" x 9.75"	1/2 H 7" x 4.75"
1/2 Is 4.563" x 7.375"	1/3 V 2.188" x 9.75"	1/3 H 7" x 3"
1/3 Sq 4.563" x 4.75"	1/4 V 3.375" x 4.75"	1/4 H 7" x 2.25"